

INDUSTRY WEEKLY DIGEST

YOUR WEEKLY DIGEST OF CONTEMPORARY INDUSTRY TRENDS



SCHOOL OF
HOSPITALITY
AND TOURISM
MANAGEMENT
UNIVERSITY OF SURREY

RETURNING TO THE CITY OF LIGHTS Young Talent Awards - Season 3

Following our success in a previous season of Young Talent Awards, one of our students has once again made it to the final in this round of the awards! This time, two student projects were selected as finalists, both in collaboration with students from Wroclaw Business University of Applied Sciences, Poland. Last week on the 29th May 2024, our student attended the ceremony being held at InterContinental Paris Le Grand.

With an aim of infusing creativity and youthful energy into the Hospitality Industry, the Young Talent Awards is a great platform for students from all around the globe. In these Awards, three challenges were raised by Booking.com, IHG Hotel Group and Grape Hospitality – The People Hostel. And this time, two of our projects for Booking.com and Grape Hospitality were chosen!

Wonder how it went? Buckle up and let final year SHTM undergraduate International Hospitality Management student, Zach Koo, take you through this journey in today's digest!



RETURNING TO THE CITY OF LIGHTS – YOUNG TALENT AWARDS SEASON 3

Zach Koo

Grape Hospitality – “How can you innovate The People Ho(s)tel hybrid model from check-in to departure?”
The challenge raised by The Grape Hospitality Group, the owner and operator of over 110 hotels in 8 different European countries representing over 10,000 rooms operated under a franchise contract. With the opening of The People Ho(s)tel two years ago, Grape Hospitality offers a unique touch of experience combining the comfort of a hotel and the friendliness of a hostel. In which, 3 types of accommodation are provided for different types of travellers: double rooms, family rooms and multiple bed dormitories with generous food offered at their bars and restaurants providing meal experience that focuses on local and organic products in various forms. Co-living spaces were also provided on each site for relaxation and collaboration. Driven by meetings and quality short breaks, flashpackers were found to have frequented youth hostels since time immemorial. In addition to backpackers who have traditionally stayed in hostels, flashpackers and families have also shown their great interest in choosing accommodations with convenient location at the best price and vibrant atmosphere. The hybridity and vibrancy of The People Ho(s)tel’s offers are evidently based above all on their

accommodation offering and the multi-functionality of their co-living spaces. To reinforce the hybrid brand promise, our team has developed a centralized application which offers the function of providing personalized packages that includes different offers with a dynamic price, aiming to differentiate the experience for the three major segments whilst maintaining the business model of The People Ho(s)tel.

Booking.com – “How Booking.com together with the hoteliers can improve the “Sustainable Travel Business?”

Corresponding to Booking.com’s vision of making things easier for everyone to experience the world, a sustainable loyalty program, an AI concierge, Greenius was developed for customers to organize their trips. By providing incentives, we hope to encourage customers to start making more sustainable and conscious purchases with Booking.com, where the project also aims to have the customer understand what actual impacts and difference they can make to save the planet by making these purchases.

*In addition to the prize presentation ceremony, the **Hospitality Operator Forum** was held on the same day. At the forum, a variety of insights were delivered by different industry individuals to the benefit of our students. During the trip they also had the chance to visit the **Kimpton St Honoré Paris Hotel** and hear from its brand manager. What an experience!*